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UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA, WESTERN DIVISION

TIANHAI LACE CO. LTD., TIANHAI
LACE (GUANGDONG) LTD. and
TIANHAI LACE USA INC.,

Plaintiffs,

v.

ZOETOP BUSINESS CO. LIMITED
d/b/a SHEIN; SHEIN DISTRIBUTION
CORPORATION; FASHION
MARKETING AND
MERCHANDISING GROUP, INC.;
ROADGET BUSINESS PTE., LTD.;
STYLE LINK LOGISTICS, LLC; and
DOES 1-10,

Defendants.

Case No. 2:22-cv-06106-JLS-MRWx

**SECOND AMENDED COMPLAINT
FOR:**

**COPYRIGHT INFRINGEMENT
UNDER THE COPYRIGHT ACT 17
U.S.C. § 101 *ET SEQ.***

DEMAND FOR JURY TRIAL

1 Plaintiffs, Tianhai Lace Co., Ltd., Tianhai Lace (Guangdong) Ltd., and
2 Tianhai Lace USA Inc. (collectively, “Tianhai”), by their undersigned attorneys,
3 allege as follows, upon actual knowledge with respect to themselves and their own
4 acts, and upon information and belief as to all other matters:

5 **NATURE OF THE ACTION**

6 1. This is a civil action for copyright infringement under federal law.

7 2. Tianhai brings this action seeking injunctive relief, lost profits, actual
8 damages (or statutory damages), and attorneys’ fees and costs arising out of
9 Defendants’ willful infringement of Tianhai’s exclusive rights in lace designs.

10 **PLAINTIFFS**

11 3. Plaintiff Tianhai Lace Co., Ltd. is a limited company of China with a
12 principal address at Room 1120, No. 9 Linhe West Road, Tianhe District,
13 Guangzhou City, Guangdong Province, China.

14 4. Plaintiff Tianhai Lace (Guangdong) Ltd. is a limited company of China
15 with a principal address at No. 213 Lianuang Road, Economy and Technology
16 Development District, Guangzhou City, Guangdong Province, China.

17 5. Plaintiff Tianhai Lace USA Inc. is a corporation of New York with a
18 principal address at 152 Madison Avenue, Room 1103, New York, NY 10016.

19 **DEFENDANTS**

20 6. Defendant Zoetop Business Co. Limited d/b/a SHEIN (“Zoetop”) is a
21 limited company of Hong Kong having places of business at least at Room 11-12,
22 2/F, Hong Leong Plaza (Phase 1), No. 33 Lok Yip Road, Fanling Hong Kong, and
23 Datang Town Sanshui Industrial Park, Fo Shan, Guangdong 528100, China.

24 7. Defendant SHEIN Distribution Corporation (“SHEIN”) is a Delaware
25 corporation having its principal place of business at 345 N. Baldwin Park Blvd.,
26 City of Industry, CA 91746.

27 8. Defendant Fashion Marketing and Merchandising Group, Inc.
28 (“FMMG”), formerly incorporated as SHEIN Fashion Group, Inc., is a California

1 corporation having its principal place of business at 345 N. Baldwin Park Blvd.,
2 City of Industry, CA 91746.

3 9. Defendant Roadget Business Pte. Ltd. (“Roadget”) is a company of
4 Singapore with an incorporation address at 112 ROBINSON ROAD, #03-01,
5 ROBINSON 112, Singapore 068902. Upon information and belief, Luo Ying is a
6 registered officer of Roadget and an agent, employee or other representative of
7 SHEIN.

8 10. Defendant Style Link Logistics, LLC (“Style Link”) is a limited
9 liability company of Indiana, which is registered to do business in California with
10 the address of 345 N. Baldwin Park Blvd., City of Industry, CA 91746.

11 11. Upon information and belief, Tianhai alleges that Defendants Does 1-
12 10 (the “Does”) are unknown persons, firms, entities, or corporations that, directly
13 or indirectly, jointly or severally, willfully undertook, performed, participated in, or
14 engaged in various illegal, unauthorized, and wrongful actions as set forth herein on
15 behalf of or in conspiracy with Zoetop, SHEIN, FMMG, Roadget, and/or Style Link
16 against Tianhai and/or the public, should be enjoined from engaging in such actions,
17 and are liable to Tianhai for damages. The Does’ true identities, locations, and
18 residences are currently unknown to Tianhai because, in perpetrating their illegal,
19 unauthorized, and wrongful acts, the Does have intentionally hidden their identities
20 to evade detection.

21 **JURISDICTION AND VENUE**

22 12. This is a civil action for injunctive relief and damages for copyright
23 infringement under the Copyright Act, 17 U.S.C. § 101 *et seq.*

24 13. This Court has subject matter jurisdiction over this action pursuant to
25 28 U.S.C. §§ 1331 and 1338(a).

26 14. This Court has personal jurisdiction over Defendants SHEIN, FMMG,
27 and Does because Defendants SHEIN and FMMG have principal places of business
28 in this District (345 N. Baldwin Park Blvd., City of Industry, CA 91746), and

1 Defendants SHEIN, FMMG, and Does conduct continuous and systematic business
2 in California, including by maintaining places of business and renting a storage
3 facility to sell and transport the infringing products complained of in and to the
4 Central District of California. The effect of SHEIN's, FMMG's, and Does actions
5 arises in multiple districts, including the ports of Los Angeles and Long Beach in
6 the Central District, and a substantial portion of the events giving rise to the claims
7 herein occurred within this District.

8 15. This Court has personal jurisdiction over Defendants Zoetop and Does
9 because Defendants Zoetop and Does sold products complained of into the U.S.
10 and/or solicited a significant amount of businesses from the U.S. under the
11 trademark SHEIN, including within this District.

12 16. This Court has personal jurisdiction over Defendant Roadget because
13 Defendant Roadget operates websites and mobile applications to purposefully solicit
14 business from the U.S., including within this District, and offers, sells, imports, and
15 transports a substantial amount of products, including the infringing products
16 complained of, to the U.S., including in and through this District.

17 17. This Court has personal jurisdiction over Defendant Style Link because
18 Defendant Style Link has a principal place of business in this District, and imports
19 or transports products, including the infringing products complained of to the U.S.,
20 including in and through this District, for Defendants Roadget and SHEIN.

21 18. Venue is proper in this District pursuant to 28 U.S.C. § 1391 and
22 1400(a), including because the acts of infringement complained of occurred in this
23 District; Defendants are domiciled in this District; Defendants' officers and agents
24 can be found in this District; Defendants' unlawful actions were directed from or
25 through computers in this District; and Tianhai has been harmed by Defendants'
26 conduct in this District.

27 19. Tianhai was previously forced to sue Defendants Zoetop and SHEIN in
28 this Court for infringement of certain Tianhai copyrighted laces and unfair

1 competition, and those Defendants submitted to the jurisdiction and venue of this
2 Court in that action. The parties later entered into a September 27, 2021 Settlement
3 Agreement regarding Defendants' infringement of those Tianhai copyrighted laces.
4 As set forth below, the above Defendants and their related entities (Defendants
5 FMMG, Roadget, and Style Link) are now engaged in another knowing, willful and
6 pervasive copyright infringement scheme of additional Tianhai copyrighted laces for
7 which Tianhai is entitled to the relief requested below.

8 **TIANHAI AND ITS LACE DESIGNS**

9 20. Since 1988, Tianhai has developed and sold original lace designs,
10 which constitute copyrightable subject matter under 17 U.S.C. § 101 *et seq.*

11 21. Tianhai owns valid and subsisting U.S. Copyright Office Registrations
12 for its lace designs, including Registration Nos. VA 2-292-705, VA 2-292-703, VA
13 1-847-129, VA 1-899-335, VA 1-962-454, VA 1-919-834, VA 2-094-233, VA 1-
14 829-368, VA1-977-168, VA 1-791-176, VA 2-001-929, VA 2-006-175, VA 1-967-
15 086, VA 1-791-259, VA 2-292-697, VA 1-886-767, VA 1-967-083, VA 1-971-360,
16 VA 1-817-862, VA 2-292-701, VA 1-977-161, VA 2-080-794, VA 1-977-358, VA
17 1-975-235, VA 1-746-489, VA 1-974-881, VA 1-719-661, VA 2-039-301, VA 1-
18 962-508, and VA 1-921-664 (the "U.S. Registered Copyrights"). True and correct
19 copies of Tianhai registrations of the U.S. Registered Copyrights are attached as
20 **Exhibit I.**

21 22. Tianhai's copyright registrations for its lace designs predate
22 Defendants' infringement.

23 23. Tianhai's lace designs are also registered with the National Institute of
24 Industrial Property of France.

25 24. For more than thirty (30) years, Tianhai has designed, manufactured,
26 and sold decorative laces. Since their creation in 1988, Tianhai's lace designs have
27 enjoyed tremendous commercial success in the fashion industry.

28 25. Today, Tianhai owns 22,500 lace designs, releases thousands of new

1 lace designs annually, and sells laces in 30 countries. It has been recognized as one
2 of the best lace designers in the world.

3 26. In 2022, Tianhai was awarded the Interfilère Connect by Interfilère
4 New York. *See* <https://en.the-lingerie-place.com/brand/tianhai-lace/>.

5 27. In the same year, Tianhai was awarded the Young Label Awards by
6 Interfilère Shanghai.

7 28. In July 2022, Curve Los Angeles announced that Tianhai had been
8 chosen for its New York show between July 31 and August 2, 2022 for its new lace
9 designs.

10 29. In 2017, Tianhai was awarded a Femmy Award by the Under Fashion
11 Club as one of the leading fashion sustainability contributors in the United States.

12 30. The Knitting Industry has awarded Tianhai a Skin Friendly Declaration
13 for its lace collection.

14 31. Tianhai's laces are trusted by knowledgeable consumers not only
15 because of their best-in-class quality, but also for the care and expertise that Tianhai
16 has taken in designing the lace patterns and supplying the laces for many well-
17 known fashion brands, including Versace, Victoria's Secret, Zara, H&M, BCBG,
18 Wacoal, and Marks & Spencer.

19 **DEFENDANTS AND THEIR WRONGFUL ACTS**

20 32. Tianhai recently discovered that Defendants have systematically and
21 without authorization reproduced, displayed, distributed, created derivative works
22 of, and otherwise infringed Tianhai's lace designs and offered for sale and sold
23 those infringing copies to third parties.

24 33. The infringing products complained of in this action that were made
25 available by all Defendants are virtually identical to, or at least substantially similar
26 to, Tianhai's copyrighted lace designs, as shown in the chart below:

Tianhai's Registered Lace Design	Defendants' New Infringement Activities	Tianhai's Copyright Registration
		VA 2-292-705
		VA 2-292-703
		VA 1-847-129
		VA 1-899-335
		VA 1-962-454

1			VA 1-919-834
2			
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9			VA 2-094-233
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14			VA 1-829-368
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	   	<p>VA1-977-168</p>
	     	<p>VA 1-791-176</p>
	 	<p>VA 2-001-929</p>

1		 	VA 2-006-175
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17		 	VA 1-791-259
18			
19			
20			
21			
22		 	VA 2-292-697
23			
24			
25			
26			
27			
28			

1		 	VA 1-886-767
2			
3			
4			
5			
6		 	VA 1-967-083
7			
8			
9			
10			
11		 	VA 1-971-360
12			
13			
14			
15		   	VA 1-817-862
16			
17			
18			
19			
20			
21		 	VA 1-719-661
22			
23			
24			
25			
26			
27			
28			

1				VA 1-977-161
2				
3				
4				
5				
6				VA 2-080-794
7				
8				
9				
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11				
12				
13				VA 1-977-358
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1 2 3 4 5 6		 	VA 1-746-489
7 8 9 10 11			VA 1-974-881
12 13 14 15 16 17	 YD376Q	 	VA 1-962-508
18 19 20 21 22 23 24	 001N 145cm(45%) N 16529A LACE	 	VA 2-039-301



True and accurate photos of the pirated products received are attached as **Exhibit L**.

34. As shown above, between February 2022 and August 2022, Tianhai’s investigators placed multiple orders for fifty-two (52) products from www.shein.com and from Defendants’ SHEIN-branded mobile applications (collectively, the “New Infringement Activities”). Each of these products consisted of or featured exact or nearly identical copies of Tianhai’s lace designs. None of the laces were genuine Tianhai products.

35. Tianhai’s test purchases from www.shein.com and the SHEIN-branded mobile applications of clothing products that contained the infringing lace designs were marketed with FMMG, imported by Roadget, forwarded to a storage facility rented by SHEIN in City of Industry, using the business address at 345 N. Baldwin Park Blvd., City of Industry, CA 91746 that is also used by Defendants SHEIN and FMMG with the State of California, and ultimately were packaged, processed, and shipped to the purchaser by Defendant Style Link.

36. Previously on June 29, 2021, Tianhai filed Case No. 2:21-cv-05295 with this Court against Defendants Zoetop and SHEIN for Defendants’ unauthorized use of nineteen (19) Tianhai copyrighted lace designs on twenty-six (26) products.

37. Following settlement, on October 11, 2021, the Parties stipulated to dismiss Case No. 2:21-cv-05295 pursuant to F. R. Civ. P. 41 (a)(1)(A)(ii).

1 38. In February 2022, less than half a year after the dismissal, Tianhai
2 discovered new products offered for sale or sold by Defendants through their
3 website at www.shein.com and mobile applications that infringed Tianhai's
4 copyrights.

5 39. Tianhai immediately notified Defendants in writing, demanding that
6 Defendants immediately cease its New Infringement Activities. A true and accurate
7 copy of the email notice and its English translation is attached as **Exhibit M**.

8 40. Notably, all of Defendants' New Infringement Activities relate to *new*
9 products that infringed Tianhai's *other* lace designs *not* identified in Case No. 2:21-
10 cv-05295.

11 41. Despite Tianhai's multiple attempts to resolve the matter over a period
12 of multiple months, Defendants never responded.

13 42. From February to August 2022, Tianhai continued to discover that
14 Defendants were continuing their New Infringing Activities.

15 43. Defendants continued marketing, advertising, and selling clothes
16 bearing unauthorized copies of Tianhai's laces that were identified above in this
17 complaint.

18 44. Tianhai's investigations of these products sold by Defendants again
19 established that none of the laces used by Defendants are genuine Tianhai laces.

20 45. As of today, Defendants have not taken any action to resolve or address
21 the New Infringement Activities with Tianhai, or to respond to Tianhai in any way.

22 46. All of Defendants' infringement has at all times been knowing,
23 intentional and willful.

24 47. Defendants have attempted to hide their continuing piracy of Tianhai's
25 lace designs by constantly changing URLs on which their infringing products are
26 sold, by using different street addresses, and by incorporating different entities
27 (including the new entity Roadget that is incorporated in Singapore but operating in
28 China as shown on its product shipping labels). In short, Defendants have been

1 using a recurring “whack-a-mole” game strategy to avoid Tianhai’s enforcement
2 efforts.

3 **DEFENDANTS AND THEIR COPYRIGHT INFRINGEMENT SCHEME**

4 48. Defendants Zoetop, SHEIN, FMMG, Roadget, and Style Link actively
5 engaged in a continuous, knowing, willful, and pervasive scheme of infringement of
6 Plaintiffs’ copyrighted lace designs (the “Copyright Infringement Scheme”).

7 49. Defendant Zoetop registered SHEIN trademarks with the United States
8 Patent and Trademark Office for the other Defendants to use.

9 50. Under that license from Defendant Zoetop, Defendant SHEIN operated
10 the website at www.shein.com, and Defendant Roadget operated the website
11 www.us.shein.com and the SHEIN-branded mobile applications, from which
12 Plaintiffs test purchased the infringing products containing Plaintiffs’ copyrighted
13 lace designs.

14 51. Defendant Roadget routinely imported and shipped these infringing
15 products to Defendant Style Link.

16 52. Upon information and belief, Defendant Style Link performed logistics,
17 packaging, distributing and order fulfillment tasks with respect to the infringing
18 products for Defendants SHEIN and Roadget.

19 53. FMMG functioned as the business coordinator, maintaining a business
20 address with the State of California and U.S. Customs, for importation of the
21 infringing products through ports in this District. It also provided digital marketing
22 and advertising services to Defendant SHEIN.

23 54. All Defendants had, and continue to have, access to Tianhai’s lace
24 designs because, among other things, images of the Tianhai lace designs are
25 available on Tianhai’s website and in its catalogs, through Defendants’ prior
26 business communications with Plaintiffs, and because Tianhai’s laces are used by
27 numerous clothing manufacturers that sell finished products to the public.

DEFENDANT ZOETOP

55. As part of the Copyright Infringement Scheme, Defendant Zoetop licensed use of its registered trademarks to Defendants SHEIN and Roadget for use in the operation of the websites www.shein.com and www.us.shein.com, as well as the SHEIN-branded mobile applications, from which Plaintiffs test purchased the infringing products.

56. Specifically, Defendant Zoetop owned trademark applications and registrations for the mark SHEIN in connection with clothing, textiles, accessories, jewelry, bags, and online retail services with the United States Patent and Trademark Office, namely Registration Nos. 5256688, 5880290, 5840545, 5893348, 5893349, 5893350, 5909109, 6166048, 6166049, 6181709, 6224013, 6224084, and Application Serial Nos. 87857183, 87857188, 88107563, 88107571, 88809710, 88400811, under the same address at Room 11-12, 2/F, Hong Leong Plaza (Phase 1), No. 33 Lok Yip Road, Fanling Hong Kong.

57. All the aforementioned applications and registrations, with the exception of U.S. App. No. 88809710, have been assigned to Defendant Roadget.

58. Defendant Zoetop also sells and/or sold apparel and accessories in U.S. commerce under the mark SHEIN, which incorporates and/or incorporated Tianhai's copyrighted laces.

59. On October 5, 2022, Defendant SHEIN and Defendant Zoetop signed an Assurance of Discontinuance ("Assurance") with the State of New York related to Defendant Zoetop's improper handling of a data breach that compromised the personal information of its customers. **Exhibit S.**

60. The Assurance indicates that Defendant SHEIN and Zoetop were required to pay the State of New York \$1.9 million in penalties and costs due to Zoetop's improper handling of customer information. **Exhibit AH.**

61. All communications related to the Assurance as to Defendants SHEIN and Zoetop are to be sent to Defendant SHEIN's General Counsel.

62. The Assurance was signed by Valerie Ho, corporate secretary and general counsel of Defendant SHEIN.

63. The Assurance indicates that Defendant SHEIN is liable for the debts of Defendant Zoetop. **Exhibit AH**.

64. Upon information and belief, Defendant Zoetop shares the same corporate employees as Defendant SHEIN.

65. Upon information and belief, Defendant Zoetop shares the identical equitable ownership as Defendant SHEIN and the other Defendants in this case.

66. Upon information and belief, Defendant Zoetop has commingled funds with Defendant SHEIN and other Defendants in this case.

67. Upon information and belief, Defendant Zoetop has not observed corporate formalities to distinguish itself as an independent entity.

68. If the acts of the Defendant SHEIN and the other Defendants are attributed to them alone and not also Zoetop, an inequitable result will follow.

DEFENDANT SHEIN

69. Defendant SHEIN participated in the Copyright Infringement Scheme as a manufacturer and distributor of infringing products featuring Tianhai's lace designs. Defendant SHEIN also functioned as the website operator that enabled the sale of infringing products featuring Tianhai's lace designs.

70. In particular, Defendant SHEIN uses the website at www.shein.com and "any mobile applications" to "sell products" to U.S. consumers, as well as to "collect payment and process" returns by U.S. consumers. These products include the infringing products that were test purchased by Plaintiffs' investigators. A true and correct copy of the SHEIN U.S. Terms and Conditions is attached as **Exhibit N**.

71. Defendant SHEIN uses the websites at www.shein.com and www.us.shein.com, accounts on e-commerce platforms including www.amazon.com, and mobile applications on Google Play and App Store to advertise, promote, and sell apparel, accessories, pet products, stationary,

1 electronics, and home decorations.

2 72. A true and correct copy of Customs database details through the ports
3 of Los Angeles and Long Beach, California and a graphic chart outlining the
4 relationships between Defendants Style Link, Roadget, and SHEIN from
5 ImportGenius is attached as **Exhibit R**. Notably, **Exhibit R** shows that Defendant
6 SHEIN participated in the shipment of a variety of garments that, upon information
7 and belief, included infringing products featuring Tianhai's lace designs.

8 73. Further, **Exhibit T** shows that Defendant SHEIN consigned numerous
9 shipments of garments that were shipped by Defendant Roadget. Upon information
10 and belief, these shipments included infringing products featuring Tianhai's lace
11 designs.

12 74. A search on the California Secretary of State website also confirms that
13 George Chiao is the Chief Executive Officer of Defendant Shein Distribution
14 Corporation, as demonstrated by Statement of Information, a true and correct copy
15 of which is attached as **Exhibit D**. George Chiao has also been identified as U.S.
16 President of Defendant SHEIN. **Exhibit AI**.

17 75. George Chiao signed SHEIN's Statement and Designation by Foreign
18 Corporation filed with the State of California on May 25, 2021, showing the same
19 address of 345 N. Baldwin Park Blvd., City of Industry, CA 91746. In this filing,
20 George Chiao represented that he is "a corporate officer and [is] authorized to sign
21 on behalf of the foreign corporation" SHEIN, a true and correct copy of which is
22 attached as **Exhibit E**.

23 76. As noted above, on October 5, 2022, Defendant SHEIN and Defendant
24 Zoetop signed an Assurance with the State of New York related to the improper
25 handling of a data breach that compromised the personal information of its
26 customers. **Exhibit S**.

27 77. The Assurance indicates that Defendant SHEIN and Zoetop were
28 required to pay the State of New York \$1.9 million in penalties and costs. The

1 Assurance indicates that Defendant SHEIN is liable for the debts of Defendant
2 Zoetop. **Exhibit AH**.

3 78. Further, the LinkedIn page of Jasmine Zhao Johnson identifies
4 Defendant SHEIN as her most recent employer. She was previously employed by
5 Shein and Defendant FMMG. Upon information and belief, Jasmine Zhao Johnson
6 is an employee of Defendants SHEIN and FMMG. **Exhibit U**.

7 **DEFENDANT FMMG**

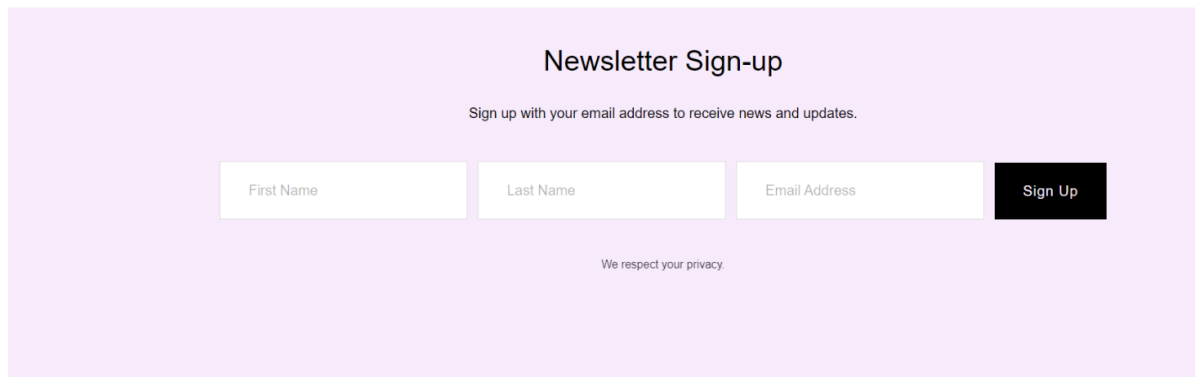
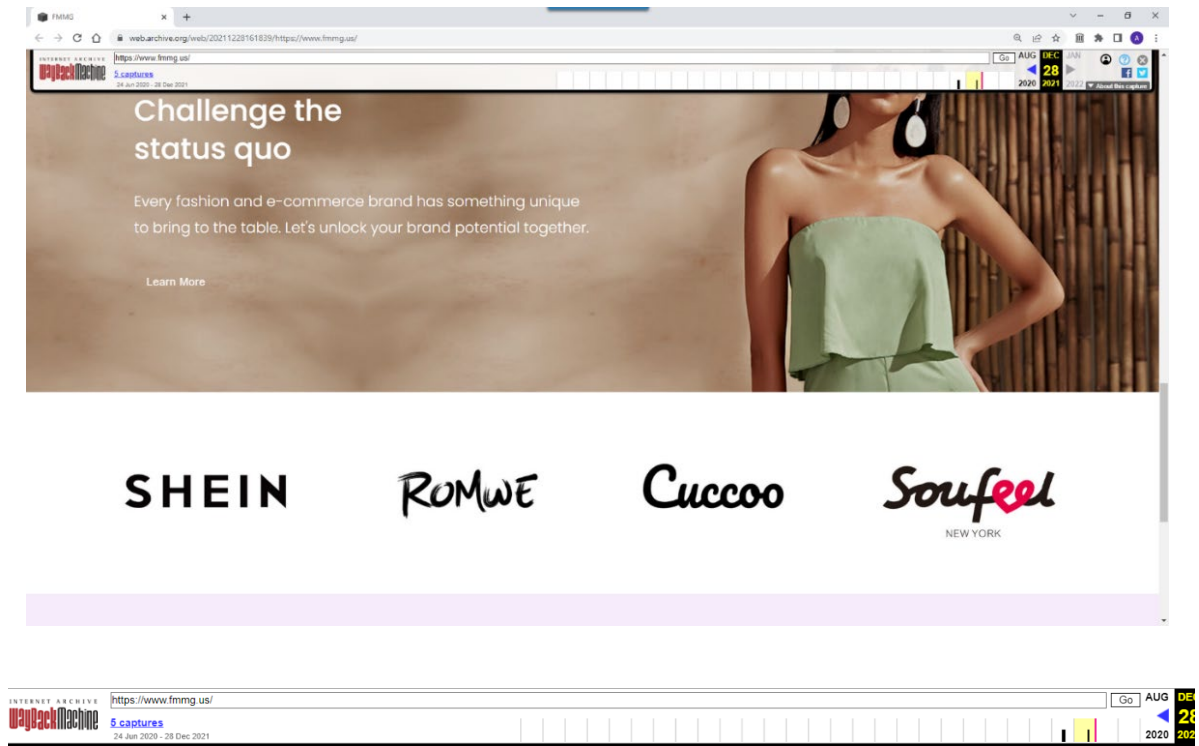
8 79. Tianhai's investigations showed that FMMG's role in the Copyright
9 Infringement Scheme was to provide digital marketing and advertising services to
10 Defendant SHEIN for the infringing products containing Tianhai's copyrighted lace
11 designs complained of in this action.

12 80. Specifically, FMMG describes itself as a "complete digital marketing
13 agency based in Los Angeles" with a website at www.fmmg.us on its LinkedIn
14 webpage at [https://www.linkedin.com/company/fashion-marketing-merchandising-](https://www.linkedin.com/company/fashion-marketing-merchandising-group-inc/about/)
15 [group-inc/about/](https://www.linkedin.com/company/fashion-marketing-merchandising-group-inc/about/). A true and correct printout of FMMG's LinkedIn "About"
16 webpage is attached as **Exhibit V**.

17 81. FMMG's LinkedIn webpage states that "We help you create moments
18 that inspire and innovate through effective marketing campaigns, digital strategy,
19 and full-fledged branding experiences." **Exhibit V**.

20 82. Internet archives showed that FMMG's website at www.fmmg.us listed
21 "SHEIN" as one of its clients for which FMMG provided branding and marketing
22 services on and before December 28, 2021:





FMMG

Digital Marketing Agency

(https://web.archive.org/web/20211228161839/https://www.fmmg.us/). A true and correct printout of the Internet archive of www.fmmg.us is attached as **Exhibit W**.

83. All of the brands referenced on FMMG's web site (e.g., SHEIN, ROMWE, CUCCOO, and SOULFEEL) are owned or used by Defendant SHEIN or other Defendants in this case. On information and belief FMMG only provided services to other Defendants or companies controlled by other Defendants in this

1 case.

2 84. Tianhai's investigations showed that Defendant FMMG syndicated
3 paid content through www.google.com and GMAIL to advertise, market, and
4 promote that content, which contained images of the infringing products complained
5 of in this action, through digital newsletters and social media accounts for other
6 Defendants, including Defendant SHEIN. True and correct copies of screenshots of
7 Defendants' social media accounts are attached as **Exhibit J**.

8 85. Defendants have made available a category of apparel products
9 identified as "Lace" on their website. True and correct copies of screenshots of
10 Defendants' webpages of "Lace" are attached as **Exhibit K**.

11 86. FMMG knew that the SHEIN-branded products being marketed were
12 infringing because it operated out of the same business address at 345 N. Baldwin
13 Park Blvd., City of Industry, CA 91746 and had the same officers and employees as
14 Defendant SHEIN that directly manufactured the infringing products.

15 87. FMMG is directly liable as an infringer because it is a participant in the
16 chain of promotion and distribution for the infringing products complained of in this
17 action.

18 88. Upon information and belief FMMG was at all relevant times an alter
19 ego of one or more of its co-Defendants SHEIN, Zoetop, Roadget, and Style Link
20 with a unity of interest and ownership such that the separate personalities of the
21 corporations no longer exist.

22 89. FMMG was originally incorporated as Shein Fashion Group, Inc. with
23 the State of California on December 22, 2015, as demonstrated by Articles of
24 Incorporation of Shein Fashion Group, Inc., a true and correct copy of which is
25 attached as **Exhibit A**.

26 90. On November 5, 2019, FMMG removed the word "Shein" from its
27 company name in a filing with the State of California, as demonstrated by Secretary
28 of State Certificate of Amendment of Articles of Incorporation, a true and correct

1 copy of which is attached as **Exhibit B**.

2 91. Upon information and belief, FMMG previously held itself out as
3 “SHEIN” to the public.

4 92. Upon information and belief, FMMG only marketed the brands of other
5 Defendants in this case and thus has an identity of interests with Defendant SHEIN
6 and the other Defendants.

7 93. On December 9, 2021, FMMG disclosed its address of 345 N. Baldwin
8 Park Blvd., City of Industry, CA 91746 as demonstrated by Statement of
9 Information, a true and correct copy of which is attached as **Exhibit C**. Defendant
10 FMMG shares this address with Defendant’s SHEIN and Style Link.

11 94. George Chiao is an employee of FMMG. **Exhibit X**. In his LinkedIn
12 profile, George Chiao identifies himself as an employee of Defendant SHEIN.
13 **Exhibit Y**. George Chiao is the Chief Executive Officer of Defendant SHEIN.
14 **Exhibit D**.

15 95. Upon information and belief, Valerie Ho, corporate secretary and
16 general counsel of Defendant SHEIN, is an officer, member, or employee of
17 Defendant FMMG.

18 96. Further, the LinkedIn page of Jasmine Zhao Johnson identifies
19 Defendant SHEIN as her most recent employer. She was previously employed by
20 Shein and Defendant FMMG. Upon information and belief, Jasmine Zhao Johnson
21 is an employee of Defendants FMMG and SHEIN. **Exhibit U**.

22 97. Defendant FMMG shares the same corporate employees as Defendant
23 SHEIN.

24 98. Upon information and belief, Defendant FMMG shares the identical
25 equitable ownership as Defendant SHEIN and the other Defendants in this case.

26 99. Upon information and belief, Defendant FMMG has commingled funds
27 with Defendant SHEIN and other Defendants in this case.

28 100. Upon information and belief, Defendant FMMG has not observed

1 corporate formalities to distinguish itself as an independent entity.

2 101. If the acts of the Defendant SHEIN and the other Defendants are
3 attributed to them alone and not also FMMG, an inequitable result will follow.

4 102. The principals, Defendants Zoetop, SHEIN, and Roadget, are liable for
5 the acts committed by Defendant FMMG while in the scope of the agent's authority.

6 103. Defendant FMMG was employed as a business coordinator and to
7 provide digital marketing and advertising services with respect to the infringing
8 products.

9 104. Defendant FMMG's infringing acts occurred at authorized places and
10 times during its employment by the other co-Defendants Zoetop, SHEIN, and
11 Roadget.

12 105. Defendant FMMG's infringing acts were intended to assist its
13 principals.

14 106. Defendant FMMG's infringing acts were anticipated by or directed by
15 its principals.

16 **DEFENDANT ROADGET**

17 107. Defendant Roadget participated in the Copyright Infringement Scheme
18 by developing mobile applications that allowed for the purchase of infringing
19 products that incorporated Tianhai's copyrighted laces. Defendant Roadget also
20 shipped infringing products that incorporated Tianhai's copyrighted laces.

21 108. Defendant Roadget is listed as the developer of the mobile application
22 "SHEIN-Fashion Shipping Online" on Google Play at
23 <https://play.google.com/store/apps/details?id=com.zzkko&hl=en> and the mobile
24 application "SHEIN-Online Fashion" on App Store at
25 [https://itunes.apple.com/us/app/yub-streetwear-fashion-](https://itunes.apple.com/us/app/yub-streetwear-fashion-shopping/id878577184?mt=8)
26 [shopping/id878577184?mt=8](https://itunes.apple.com/us/app/yub-streetwear-fashion-shopping/id878577184?mt=8), a true and correct copy of which is attached as

27 **Exhibit F.**

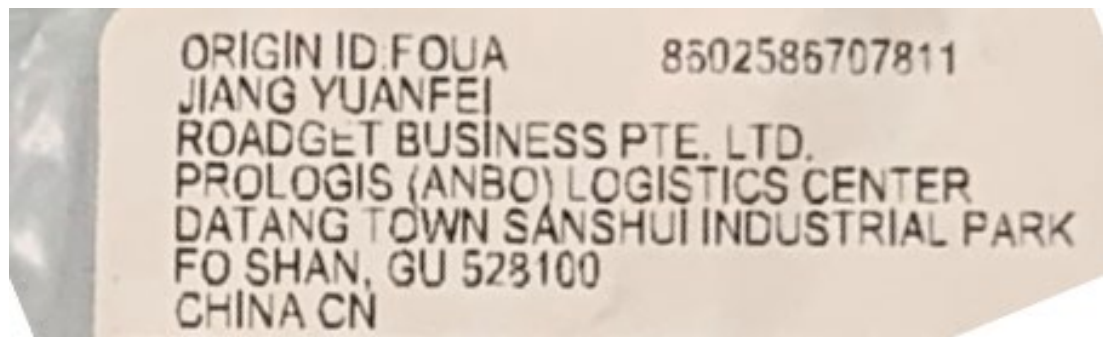
28 109. Defendant Roadget owns and operates the website available at

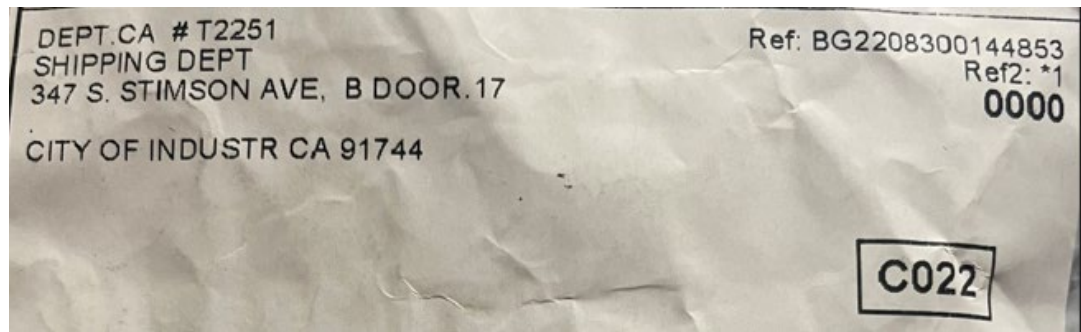
1 www.us.shein.com, the “SHEIN-Fashion Shipping Online” mobile application
2 offered on Google Play, and the “SHEIN-Online Fashion” mobile application
3 offered on App Store. See **Exhibit N**.

4 110. Tianhai’s investigations revealed that Defendants sold products that
5 incorporated Tianhai’s copyrighted laces off the mobile applications “SHEIN-
6 Fashion Shipping Online” on Google Play and “SHEIN-Online Fashion” on App
7 Store. A true and correct copy of Tianhai’s test purchase confirmation is attached as
8 **Exhibit G**.

9 111. **Exhibit T** shows that Defendant Roadget facilitated numerous
10 shipments of garments. These shipments were consigned by Defendant SHEIN.
11 Upon information and belief, these shipments included infringing products featuring
12 Tianhai’s lace designs.

13 112. Defendant Roadget shipped the products that incorporated Tianhai’s
14 copyrighted laces from China to Plaintiffs’ investigators. These products were
15 forwarded through a warehouse or storage facility in this District that is rented by
16 Defendant SHEIN and operated by co-Defendant Style Link:





A true and correct copy of the shipping labels used on products purchased by Tianhai's investigators is attached as **Exhibits H and O.**

113. As discussed above, a true and correct copy of U.S. Customs database details through the ports of Los Angeles and Long Beach, California and a graphic chart outlining the relationships between Defendants Style Link, Roadget, and SHEIN from ImportGenius is attached as **Exhibit R.** Notably, **Exhibit R** shows Defendant Roadget was involved in the shipment of transparent SHEIN plastic bags and a variety of garments that, upon information and belief, included infringing products featuring Tianhai's lace designs.

114. Between November 28, 2021 and November 18, 2022 alone, Defendant Roadget shipped eighty-one (81) shipments of garments and accessories, including garments that infringe Tianhai's copyrighted lace designs, from China to Defendant SHEIN in Los Angeles, California through the ports of Los Angeles and Long Beach in this District. A true and correct copy of these importation and shipment details is attached as **Exhibit P.** The total weight of these imported products amounts to 1,694,698 pounds.

115. Upon information and belief, Roadget routinely ships products, including the infringing products, to the U.S., including through ports located in this District.

DEFENDANT STYLE LINK

116. Defendant Style Link participated in the Copyright Infringement Scheme by providing packaging, distribution, fulfillment, and other logistics

1 services for the manufacturer of the infringing products, Defendant SHEIN. Indeed,
2 Style Link’s formal name includes the term “logistics” which identifies its role with
3 respect to the other Defendants. “Logistics is the management of the movement of
4 resources, goods, and services from the point of origin to the point of consumption
5 in order to meet customer needs.” **Exhibit Z.**

6 117. Defendant Style Link has posted numerous job advertisements that cast
7 light on its role in the Copyright Infringement Scheme. **Exhibit AA.** “Typical
8 responsibilities [of these positions] include restocking shelves, processing and
9 packing orders and ensuring orders are shipped in a timely manner.” Additional
10 duties include “preparing orders for shipment,” “receiving, processing, labeling, and
11 storing incoming inventory,” and “inventory organization and maintenance.”
12 Defendant Style Link is actively involved in the distribution of infringing products
13 by shipping, receiving, processing, storing, and warehousing of goods for Defendant
14 SHEIN.

15 118. Defendant Style Link also imports products to the U.S. for Defendant
16 Roadget and Defendant SHEIN. As discussed above, a true and correct copy of
17 customs database details through the ports of Los Angeles and Long Beach,
18 California and a graphic chart outlining the relationships between Defendants Style
19 Link, Roadget, and SHEIN from ImportGenius is attached as **Exhibit R.**

20 119. **Exhibit R** demonstrates that Defendant Style Link imported
21 transparent SHEIN plastic bags.

22 120. Defendants FMMG and Style Link also received packaging from
23 Defendant Zoetop. **Exhibit AB.**

24 121. Defendant SHEIN is well-known for its excessive use of transparent
25 plastic bag packaging. **Exhibit AC.** Notably, “[e]ach order from Shein arrives in a
26 clear plastic bag with “SHEIN” written down the side and a zipper across the top.”
27 **Exhibit AD.**

28 122. Examples of these bags from test purchases made as part of Tianhai’s

investigations are shown in **Exhibit L**, pp. 261, 263, 279, 281, 289, 291, 298, 300, 315, 317, 328, 330, 337, 339, 369, 371-72, 374, 383, 385, 392-94, 396. The SHEIN bags were filled by Style Link with the infringing copyrighted lace products.



Exhibit L, p. 262, 292, 299.

123. The California Secretary of State's website indicates that Defendant Style Link Logistics LLC's mailing address is 347 S. Stimson Ave., City of Industry, CA 91744. **Exhibit AE**. Test purchases made as part of Tianhai's investigations show packages listing Defendant Style Link's address as the sender's address for the infringing products.





Exhibits O and AF.

124. 347 S. Stimson Ave., City of Industry, CA 91744 is the address of a warehouse or storage facility that, upon information and belief, is rented by Defendant SHEIN. **Exhibit O.** As noted above, infringing products incorporating Tianhai's copyrighted lace designs purchased by Tianhai's investigators were shipped by Defendant Roadget through a facility at this same address.

125. In light of the above and based upon information and belief, Defendant Style Link receives the infringing garments shipped by Defendant Roadget and imported by Defendant SHEIN and then packages them for sale and distribution using the transparent SHEIN plastic bags that Defendant Style Link has imported. Subsequently, Defendant Style Link processes the orders for the infringing products and ships them to the customers.

126. Defendant Style Link knew that the SHEIN-branded products being marketed were infringing because it operated out of the same business address at 345 N. Baldwin Park Blvd., City of Industry, CA 91746 and had the same officers

1 and employees as Defendant SHEIN that directly manufactured the infringing
2 products.

3 127. Therefore, Defendant Style Link is directly liable as an infringer
4 because it is a participant in the chain of distribution for the infringing products.

5 128. Upon information and belief, Style Link is an alter ego of Defendant
6 SHEIN and perhaps other co-Defendants Zoetop, FMMG, and Roadget, with a unity
7 of interest and ownership such that the separate personalities of the corporations no
8 longer exist.

9 129. A true and correct copy of Defendant Style Link's Application to
10 Register a Foreign Limited Liability Company (LLC) filed with the State of
11 California on May 25, 2021 is attached as **Exhibit Q**. It lists Defendant Style
12 Link's address as 345 N. Baldwin Park Blvd., City of Industry, CA 91746. This
13 address is identical to the addresses of and listed with the State of California by
14 Defendants SHEIN and FMMG. Defendant Style Link's Application to Register a
15 Foreign Limited Liability Company (LLC) was signed by George Chiao under
16 penalty of perjury that he was authorized to sign on behalf of Defendant Style Link.

17 130. A true and correct copy of Defendant Style Link's Certificate of
18 Organization issued by the State of Indiana on April 15, 2021 is attached as **Exhibit**
19 **AG**. It lists Defendant Style Link's address as 345 N. Baldwin Park Blvd., City of
20 Industry, CA 91746. This address is identical to the addresses of and listed with the
21 State of California by Defendants SHEIN and FMMG. Defendant Style Link's
22 Articles of Incorporation were signed by George Chiao who is identified as the
23 manager of Defendant Style Link.

24 131. Upon information and belief, Valerie Ho is an officer, member, or
25 employee of Defendant Style Link.

26 132. Defendant Style Link shares the same corporate employees as
27 Defendant SHEIN. George Chiao is the Chief Executive Officer of Defendant
28 SHEIN. Valerie Ho is the secretary and general counsel of Defendant SHEIN.

133. Defendant Style Link shares the same corporate employees as Defendant FMMG. George Chiao is an employee of FMMG. Upon information and belief, Valerie Ho is an officer, member, or employee of Defendant FMMG .

134. Defendant Style Link shares the same offices at 345 N. Baldwin Park Blvd., City of Industry, CA 91746 with Defendants SHEIN and FMMG.

135. Defendant Style Link shares the same warehouse or storage facility at 347 S. Stimson Ave., City of Industry, CA 91744 with Defendants SHEIN and Roadget.

136. Each of Defendant Style Link’s job postings refer to it as “SHEIN dba Style Link Logistics.” The advertisements do not differentiate between Defendant Style Link and Defendant SHEIN when describing Defendant Style Link’s business and appear to hold Defendant Style Link as either being Defendant SHEIN or that it is actively controlled by Defendant SHEIN.

Warehouse Associate - 1st Shift

SHEIN dba Style Link Logistics - 4.0 ★

Whitestown, IN

Job Details

Full-time \$ From \$18 an hour

Benefits

Health savings account
Health insurance
Dental insurance
401(k)

Paid time off
Employee assistance program
Vision insurance

401(k) matching
Life insurance
Referral program

Qualifications

Warehouse experience
Communication skills

Full Job Description

About Style Link Logistics LLC

SHEIN is a fast-growing international B2C fast fashion e-commerce platform. The company mainly focuses on women's wear, but it also offers men's apparel, children's clothes, accessories, shoes, bags and other fashion and home items. SHEIN sells globally, including in Europe, America, Australia, and the Middle East along with other consumer markets. The brand was founded in October 2008, and since then it has upheld the philosophy that "everyone can enjoy the beauty of fashion."

If you're looking for an awarding career opportunity with a company that cares about employees, bring your experience and a motivated attitude to Style Link.

Warehouse Associate (Full-time) Weekends

SHEIN dba Style Link Logistics

Whitestown, IN 46075

From \$20 an hour - Full-time

⚡ Responded to 51-74% of applications in the past 30 days, typically within 4 days.

Apply now



Job details

Salary

From \$20 an hour

Job Type

Full-time

Qualifications

- Work authorization (Required)

Benefits

Pulled from the full job description

401(k)

401(k) matching

Dental insurance

Employee assistance program

Health insurance

Health savings account

Show 5 more benefits


Full Job Description


About Style Link Logistics LLC

SHEIN is a fast-growing international B2C fast fashion e-commerce platform. The company mainly focuses on women's wear, but it also offers men's apparel, children's clothes, accessories, shoes, bags and other fashion and home items. SHEIN sells globally, including in Europe, America, Australia, and the Middle East along with other consumer markets. The brand was founded in October 2008, and since then it has upheld the philosophy that "everyone can enjoy the beauty of fashion."

If you're looking for an awarding career opportunity with a company that cares about employees, bring your experience and a motivated attitude to Style Link.


Warehouse Associate - 2nd Shift

 SHEIN dba Style Link Logistics - 4.0 ★

 Whitestown, IN



Job Details

 Full-time

\$ From \$19 an hour

Benefits

Health savings account

Health insurance

Dental insurance

401(k)

Paid time off

Employee assistance program

Vision insurance

401(k) matching

Life insurance

Referral program

Qualifications

Warehouse experience

Communication skills

Full Job Description

About Style Link Logistics LLC

SHEIN is a fast-growing international B2C fast fashion e-commerce platform. The company mainly focuses on women's wear, but it also offers men's apparel, children's clothes, accessories, shoes, bags and other fashion and home items. SHEIN sells globally, including in Europe, America, Australia, and the Middle East along with other consumer markets. The brand was founded in October 2008, and since then it has upheld the philosophy that "everyone can enjoy the beauty of fashion."

If you're looking for an awarding career opportunity with a company that cares about employees, bring your experience and a motivated attitude to Style Link.

Position Overview:

We are looking for a Warehouse Associate to participate in our warehouse operations and activities. You will work in collaboration with others to complete daily tasks and offer support to your team. Typical responsibilities include restocking shelves, processing and packing orders and ensuring orders are shipped in a timely manner.

Essential Job Duties and Responsibilities:

- Receiving, processing, labeling, and storing incoming inventory.
- Inventory organization and maintenance.
- Preparing orders for shipment.
- Ensure warehouse goals are met.
- Maintain a high level of health and safety standards.
- Perform other general warehouse duties as needed.

Exhibit AA.

1 137. These job postings indicate that Defendant Style Link serves as a mere
2 conduit for Defendant SHEIN's affairs. Specifically, it suggests that Defendant
3 SHEIN is responsible for the financial affairs of Defendant Style Link, and that it
4 actively controls the employment decisions of Defendant Style Link.

5 138. Upon information and belief, Defendant Style Link has commingled
6 funds with Defendant SHEIN.

7 139. Upon information and believe, Defendant Style Link has not observed
8 corporate formalities to distinguish itself as an independent entity.

9 140. If the acts of Defendant SHEIN and the other Defendants are attributed
10 to them alone and not also Style Link, an inequitable result will follow.

11 141. The principals, Defendants Zoetop, SHEIN, and Roadget, are liable for
12 the acts committed by Defendant Style Link while in the scope of the agent's
13 authority.

14 142. Defendant Style Link was employed to perform logistics, packaging,
15 distributing, and order fulfillment tasks with respect to the infringing products.

16 143. Defendant Style Link's infringing acts occurred at authorized places
17 and times during employment by the other co-Defendants Zoetop, SHEIN, and
18 Roadget.

19 144. Defendant Style Link's infringing acts were intended to assist its
20 principals.

21 145. Defendant Style Link's infringing acts were anticipated by or directed
22 by its principals.

23 **INJURY TO TIANHAI**

24 146. Defendants' willful and pervasive infringement of Tianhai's lace
25 designs, protected by the U.S. Registered Copyrights, has caused Tianhai to lose
26 sales because Defendants did not purchase genuine Tianhai lace for use in their
27 products.

28 147. Defendants' willful and pervasive infringement of Tianhai's lace

1 designs, protected by the U.S. Registered Copyrights, has caused Tianhai to lose
2 licensing income because Defendants are not authorized licensees, and paid no
3 royalties or licensing fees for the right to reproduce Tianhai's copyrighted designs.

4 148. Defendants' infringement of Tianhai's lace designs has damaged and
5 irreparably injured Tianhai and, if permitted to continue, will further damage and
6 irreparably injure Tianhai.

7 **FIRST CLAIM FOR RELIEF**

8 **Copyright Infringement Under the Copyright Act**

9 **17 U.S.C. § 101 et seq.**

10 149. Tianhai hereby re-alleges and incorporates by reference each of the
11 foregoing paragraphs and other allegations set forth elsewhere in this Complaint as
12 though fully set forth in this cause of action.

13 150. At all relevant times, Tianhai has been the holder of the exclusive rights
14 in its lace designs, which are subject to copyright protection in the United States, as
15 evidenced by the U.S. Copyright Registrations.

16 151. At all relevant times, Defendants had access to Tianhai's lace designs.

17 152. Defendants, without authorization, reproduced, distributed, displayed,
18 created derivative works of, and otherwise infringed Tianhai's lace designs as
19 described herein in willful violation of Tianhai's rights under the Copyright Act.

20 153. Each of the Defendants are jointly and severally liable for the damages
21 suffered by Tianhai.

22 154. At all relevant times, Tianhai's actions have been willful and
23 undertaken with full knowledge of, and/or reckless disregard for, Tianhai's rights.

24 155. Tianhai has suffered actual monetary damages and incurred significant
25 costs as a direct and proximate result of Defendants' direct and willful infringement
26 of Tianhai's copyrights.

27 **PRAYER FOR RELIEF**

28 WHEREFORE, Tianhai requests that this Court enter judgment in its favor on

1 each and every claim for relief set forth above and award it relief including, but not
2 limited to, the following:

- 3 A. A judgment declaring that Defendants' unauthorized reproduction,
4 distribution, display, or creation of derivative works of Tianhai's lace
5 designs constitutes copyright infringement, as detailed above;
- 6 B. An award of statutory damages to Tianhai under 17 U.S.C. § 504(c) for
7 willful copyright infringement or, at Tianhai's election, under 17 U.S.C.
8 § 504(b), an award of actual damages to Tianhai, Defendants' profits
9 from infringement, and prejudgment and post-judgment interest, in an
10 amount to be determined at trial;
- 11 C. An award to Tianhai of attorneys' fees and costs under 17 U.S.C. § 505.
- 12 D. An injunction enjoining Defendants and their subsidiaries, affiliates,
13 related companies, their officers, agents, employees, and all persons
14 acting in concert with them from any and all sale, reproduction,
15 distribution, display, or creation of derivative works substantially similar
16 to any Tianhai lace design;
- 17 E. Pursuant to 17 U.S.C. § 503, an order for the impoundment and
18 destruction of all infringing products and materials, including but not
19 limited to accessories, laces, fabrics, textile products, labels, signs, prints,
20 packages, wrappers, receptacles, advertisements, and other material in
21 their possession, custody, or control bearing any design or pattern
22 identical or substantially similar to Tianhai's copyright lace designs;
- 23 F. A judgment that an asset freeze or constructive trust be imposed over all
24 monies and profits in Defendants' possession, custody or control that
25 rightfully belong to Tianhai;
- 26 G. A judgment directing Defendants to, within thirty (30) days after the entry
27 of the injunction, file with this Court and serve on Tianhai's attorneys a
28 report in writing and under oath setting forth in detail the manner and

1 form in which Defendants have complied with the injunction; and
2 H. Any further relief, as permitted by law and as the Court may deem just
3 and appropriate.
4

5 DATED: March 10, 2023

6 By: /s/ B. Brett Heavner
7 B. Brett Heavner (admitted *pro hac vice*)

8 FINNEGAN, HENDERSON, FARABOW,
9 GARRETT & DUNNER, LLP
10 Morgan E. Smith (SBN 293503)
11 B. Brett Heavner (admitted *pro hac vice*)
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13 KENDALL BRILL & KELLY LLP
14 Alan Jay Weil (SBN 63153)

15 *Attorneys for Tianhai Lace Co., Ltd.,*
16 *Tianhai Lace (Guangdong) Ltd., and*
17 *Tianhai Lace USA Inc*
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DEMAND FOR JURY TRIAL

Plaintiffs, Tianhai Lace Co., Ltd., Tianhai Lace (Guangdong) Ltd., and
Tianhai Lace USA Inc. hereby demand a trial by jury of all issues so triable.

DATED: March 10, 2023

By: /s/ B. Brett Heavner
B. Brett Heavner (admitted *pro hac vice*)

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, LLP
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